

# HOW TO MAKE ANYBODY LIKE YOU!

Can popularity be purchased? The answer is yes.  
And the cost is two to three hours of your time.

Popularity can be learned. Just as driving a car be learned. And it can be made just as automatic, and just as reliable.

This has been proved by thousands of community leaders. Men and women who were sent to learn popularity by such corporations as General Motors, DuPont, Sears Roebuck, A&P, Eastman Kodak, Ford, Borden, Coca-Cola, Good-year, Standard Oil, General Electric and over a hundred more.

These corporations paid over one million dollars to a single man to teach their executives the secret of popularity.

They paid up to \$22.50 a person to learn priceless techniques like these:

How to make people want to see you again from the very first moment they meet you.

How to avoid the everyday blunders that automatically antagonize people.

How to handle embarrassing situations without losing the other person's respect.

How to get other people to listen to no one but you.

How to get other people to do what you want them to do — and love doing it.

Over one hundred of America's largest corporations paid up to \$22.50 a person to acquire these techniques. They are still paying up to \$22.50 a person to acquire them.

You can learn them all, in your own home next weekend, without risking a penny. Here's how:

## The Book That Took Forty Years to Write

In the entire United States, only one man teaches these techniques. His name is Paul P. Parker, L.L.D. He has concentrated his entire lifetime in one field—discovering the best methods of winning people over to your way of thinking, without antagonizing them.

Dr. Parker believes that these methods are more important than knowledge or "connections." More important than technical skill. Far more important than mere hard work.

## How to Master Embarrassing Situations

Your superior is a stubborn, crusty man, opposed to change. It is important that a change be made in one of your operations. How would you go about getting his approval? (See page 48.)

You are being sharply criticized at a public meeting. How would you handle your critic to gain advantage? (See page 61.)

At one time or another, each of us has taken a position or made a decision that is wrong. How would you go about reversing your position gracefully? (See page 52.)

Suppose you are trying to win over a man who won't talk. How do you get him to "open up"? (See page 100.)

Suppose you are trying to convince a person, but he raises objections as fast as you answer them. How can you meet them successfully? (See page 104.)

You are losing your listener's attention. How do you regain and hold his interest? (See page 52.)

An employee has let his office become cluttered or his truck become dirty. How do you get him to clean and respect you all the more? (See page 74.)

You have trouble remembering people's names. How can you easily acquire the ability? (See page 31.)

You want to see an important executive but your path is blocked by his secretary or subordinates. How do you get your interview? (See page 96.)

You are employed by a large company. You have given numerous ideas to your immediate superior who has either buried them or taken credit for these used. How do you get personal recognition? (See page 78.)

A writer has something "on his chest" and is "telling you off." What is the best way to handle the situation? (See page 43.)

Somebody has made nasty remarks to you, or about you. You are boiling mad. What is the tactful thing to do? (See page 60.)

And he believes that this personal magnetism can be learned. In approximately two to three hours.

Over 250,000 men and women agree with him. These are the people who took his course in person, in every large city in the United States.

For over forty years, this \$22.50 personal course was the only way you could learn these techniques.

But starting today, with this announcement, you can have every word of this \$22.50 course in your own home, in book form, for only \$4.98.

And you can read it through from cover to cover, and then decide whether you want to keep or return it.

Here is the information you will find in this book. Here's what you will learn next week, without risking a penny:

## How to Make People Do What You Want Them to Do!

How to introduce yourself to others so they can never forget you.

How to make immediate contact in a conversation—establish an emotional rapport.

How to win the friendship, loyalty and support of the people working with you.

How to rivet others' attention to your remarks. Direct a discussion in the right path, without letting it be side-tracked or wander off.

How to make your point of view stick indelibly in your listeners' minds.

How to persuade without arguing. Give orders without arousing resentment. Criticize others without hurting their feelings.

## How to Reach People Who Really Count!

How to present your ideas to superiors in a way that automatically wins acceptance.

How to overcome favoritism.

How to handle objections. Stop people from saying no. Make it easy for them to say yes.

How to make a compliment twice as effective.

How to use your own mistakes to win greater confidence for yourself.

Three magic words that automatically arouse enthusiasm.

The one great secret of making people believe in you. Rely on you. Follow you.

And this is just the beginning. You can gain all this information in a single night. In one or two hours with this book.

And the next section is even more rewarding.

## How to Break Through Social Barriers

How to calm down dangerous situations, that might otherwise split up friendships or undo years of hard work.

How to quiet a man down when he starts raising his voice.

How to control anger storms so that the other person apologizes without your saying a word.

How to handle the little fellow who thinks he's a big shot, the "critic," the wise guy, the smart aleck, the "no-listener."

How to win over unfriendly experts, the man who wants to get something off his chest, jealous subordinates, angry customers.

How to keep the other person from talking too long, without insulting him.



## MEET DR. PARKER

Paul P. Parker, L.L.D., has concentrated his entire lifetime in one field: Discovering the best methods of handling people—and sharing this vital knowledge with others. He is America's outstanding authority on the subject, having lectured before more than 5,000 "standing room only" audiences. He has coached over 250,000 people in the Parker Method.

It is estimated that Dr. Parker has been paid over a million dollars to train the executives of such outstanding corporations as National Cash Register Co., Sears Roebuck & Co., The Great Atlantic & Pacific Co., North American Aviation, Inc., General Motors Corp., Eastman Kodak Co., Crane Co., DuPont, Continental Baking Co., General Mills, Ford Motor Co., Borden Dairies, Coca-Cola Bottling Co., Goodyear Tire & Rubber Co., Standard Oil Co., General Electric Supply Co., Remington Rand, Pittsburgh Plate Glass Co. and more.

How to control one man, or a whole group of people.

How to make the other person compromise first. How to allow him to swallow his words gracefully. Turn insults into apologies. Hatred into trust.

When and where to give in, and how to get the most in return for yourself.

The one thing people want more than anything else in the world. And how to put yourself in a position where they must get it from you.

Read This Book From Cover to Cover. Then Decide Whether You Want to Keep it

Once again, the cost of this book—a word-for-word reproduction of Dr. Parker's \$22.50 course—is only \$4.98 postpaid.

But you pay this price only if you wish to keep the book after you have read it. It costs you nothing to read.

If you are not delighted with this book, if you do not wish to keep it after you have read it, simply return it for every cent of your purchase price back.

The risk is entirely ours. You gamble nothing but two or three hours of your time. Send in the No-Risk Coupon below—TODAY.

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